

My Creative Process

STEP 1 – DISCOVERY

- Discovery Session

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- I Provide You a Scope of Work
- We Reconnect & You Approve to Proceed

STEP 3 – CONCEPT DEVELOPMENT

- I Present You With Initial Concepts/Draft Design

STEP 4 – CONCEPT REFINEMENT

- You Provide Feedback
- I Incorporate Your Requested Revisions
- You Approve the Refined Concept/Draft Design

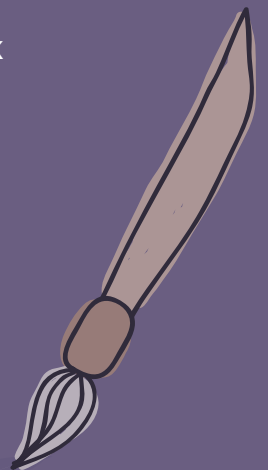
STEP 5 – FINAL REFINEMENTS

- I Make It Look Pretty & Present a More Finalized Design
- You Provide Feedback
- I Make Your Requested Revisions & Present Final Artwork

STEP 6 – APPROVAL & DELIVERY

- You Approve the Final Artwork
- I Deliver the Final Artwork to You

TIPS FOR A SMOOTH DESIGN PROCESS



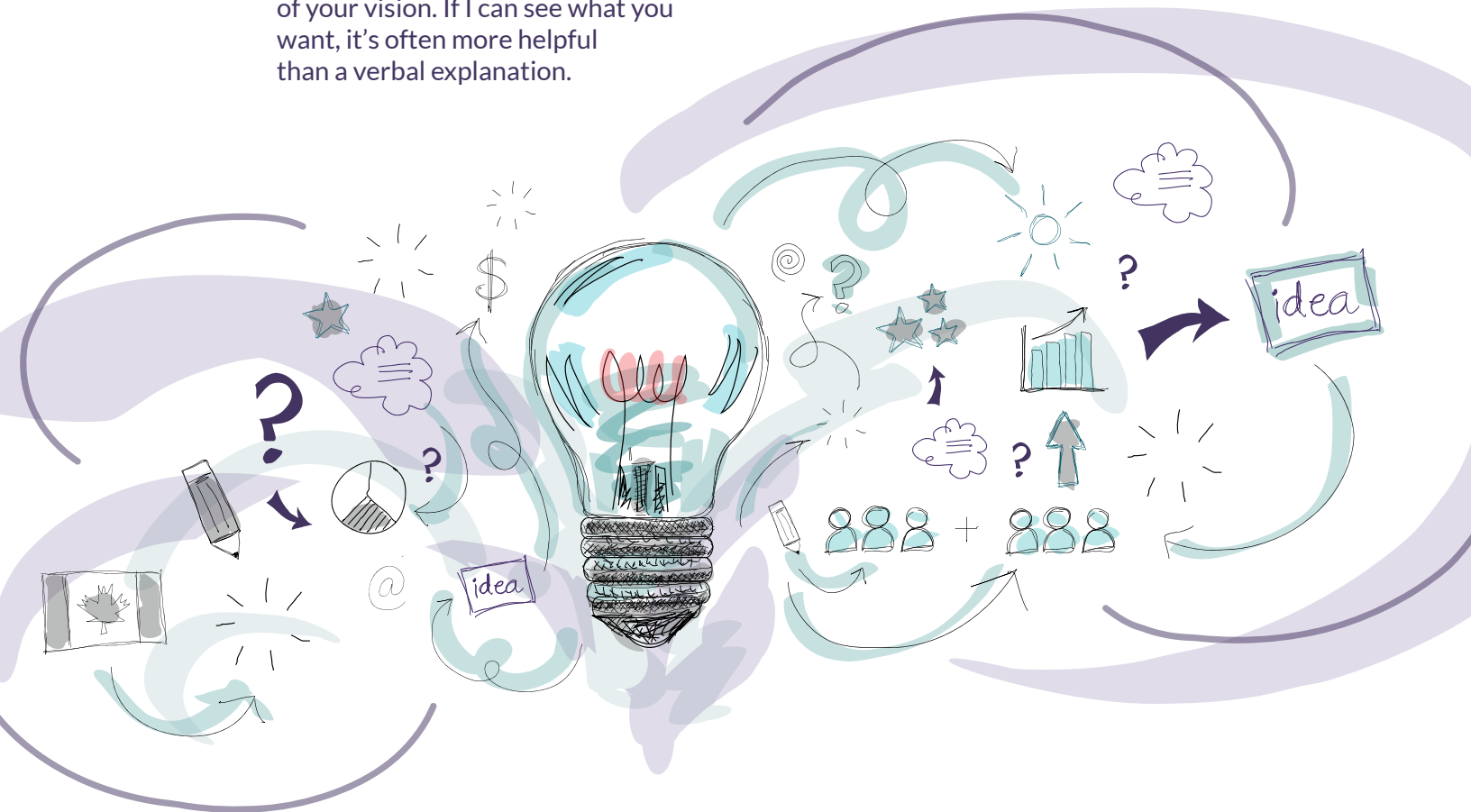
My Creative Process

STEP 1 – DISCOVERY

- **Discovery Session**

In this session (by phone or Zoom), we will discuss all aspects of your design project (ideas, goals, target audience, deliverables, milestones, deadlines, budget, point of contact etc). In addition, I'll want to find out more about your organization, its mission and vision, brand personality and if there is a style guide I'll need to follow.

I might also send you a questionnaire to complete ahead of time. Depending on the project, I may ask you to submit visual examples or ideas of designs and styles you like (and also what you don't like). The more information and background you provide, the easier it will be for me to get a good sense of your vision. If I can see what you want, it's often more helpful than a verbal explanation.



STEP 2 — SCOPE OF WORK

- **I Provide You a Scope of Work**

I will provide you with a full Scope of Work, which includes a cost estimate, deliverables and turnaround time based on the information gathered in the Discovery Session.

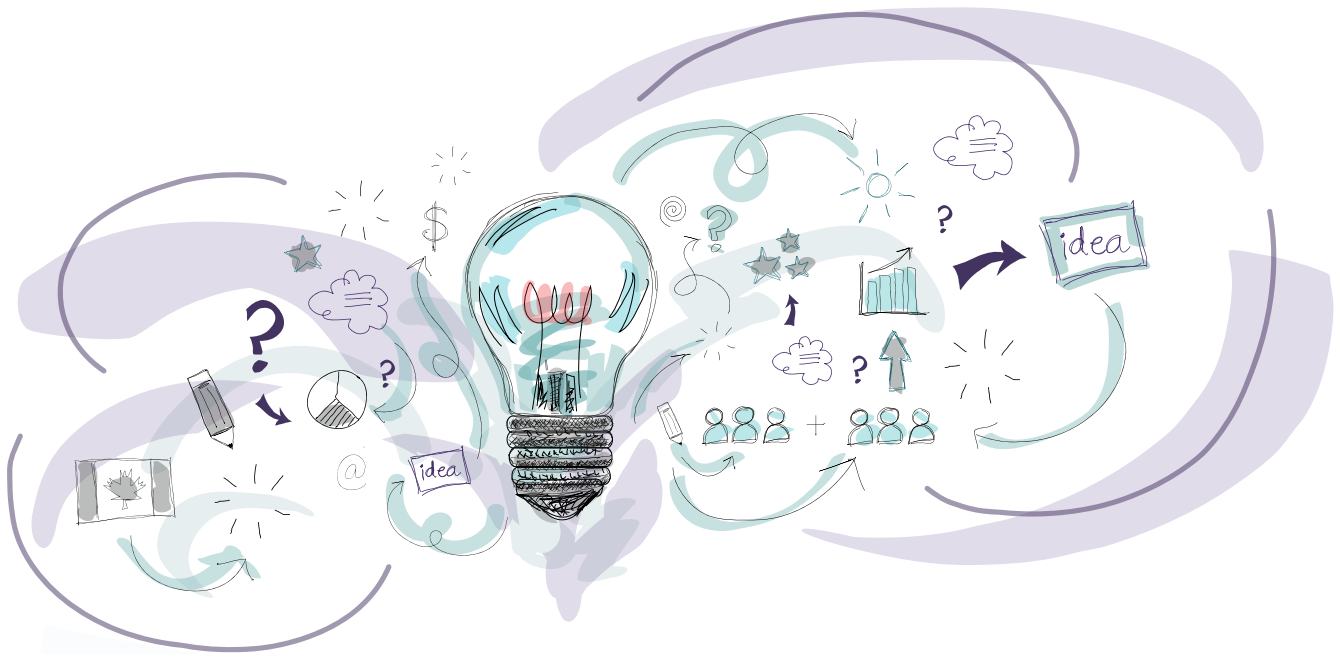
I do **Project Based pricing** rather than an hourly rate, as it is easier to manage for everyone and preferred by clients. What this means is I will quote you a flat fee for the entire project, based on an agreed upon Scope of Work. Clients then know the cost upfront and don't need to stress about the project going over budget or how many hours it will take. The fee I give you is what it will cost—if it takes longer than I anticipate, it's my problem, not yours!

The only time that additional fees might apply would be if there is a change to the scope of work, which we would discuss and agree upon. (For example, if you decided you wanted two additional graphic elements that weren't in the original Scope of Work, we would have to revisit things.

If the project is quite long or extensive, my Scope of Work will include some milestones and invoicing part way along, but we'll discuss all that at the time.

- **We Reconnect & You Approve to Proceed**

After you've had a chance to review the Scope of Work, we'll reconnect to answer any questions you may have. If you are satisfied with the fee, timeline and deliverables, we'll arrange written approval to proceed (a contract or signed Scope of Work).

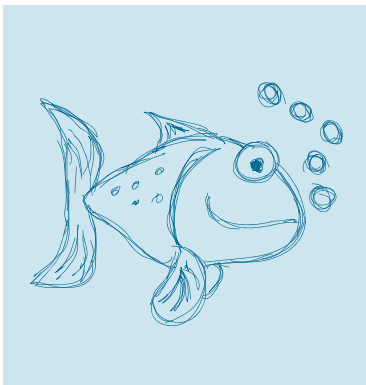


STEP 3 – CONCEPT DEVELOPMENT

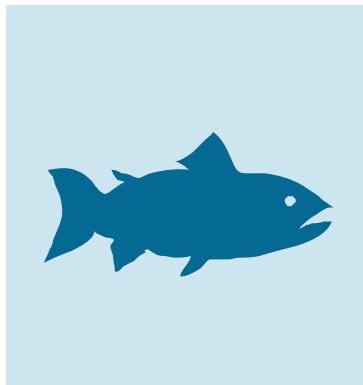
- **I Present You With Initial Concepts/Draft Design**

Now the fun begins! Based on the Discovery Session, my own additional research and creative process, I will create one or more initial concepts or an initial draft design. (I will have specified how many I will provide in the Scope of Work.)

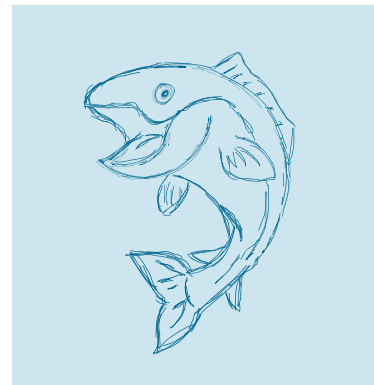
I then present these concepts to you for your review. When reviewing them, please keep in mind that they are still in early stages of design, without a lot of design detail yet. They will look more stylized and polished once I work on them further (in Step 7).



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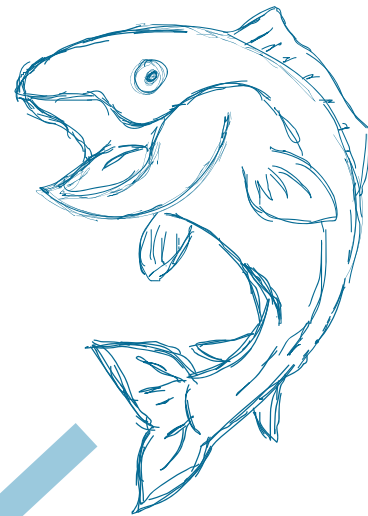


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STEP 4 –CONCEPT REFINEMENT

- **You Provide Feedback**

I will give you some guidance on what type of feedback I need at this stage. You can suggest modifications to the design you would like. If there are multiple concepts developed, we will select and focus on the one you like best to proceed to finalized design.



- **I Incorporate Your Requested Revisions**

I'll make the requested revisions to the initial concept or draft design. I will send the revised version to you for more feedback to ensure it is on the right track before I begin finalizing the design.

Note: During this stage I won't have done what I call my 'fine-toothed comb' inspection, where I'm finding *ALL* the finest imperfections. That comes a bit later. So, if there are still finer details that haven't quite been perfected, don't panic just yet!

Also important to note, that depending on the project, the feedback and revision process (rounds of revisions) may have to be repeated a *reasonable** number of times. Once we're both happy, we're onto Step 8.



**What do reasonable rounds of revisions mean?*

I don't like to limit the rounds of revisions because I feel that puts pressure on both of us. If we go over 3 rounds of revisions while doing minor tweaks to refine the design, that's reasonable.

If, after 3-4 rounds of changes, we are not getting any closer to a final design, or if you decide you want to start over with something completely different, that would be regarded as out of the scope of the project.

- **You Approve the Refined Concept/Draft Design**

STEP 5 —FINAL REFINEMENTS

- **I Make It Look Pretty!**

Now I take that refined initial concept and turn it into a more finalized design (that looks more like a finished product). I'll be stylizing, adding texture or other elements to make it look slick.

I will present a close-to-finalized design for your review. At this stage, I will have done a 'semi-fine-toothed comb' review—I save my 'fine-toothed comb' revisions for one of the very last steps. (Particularly for reports, this is where I do my final checks of everything: alignment and spacing, checking colours, typefaces and page numbers are correct, graphic elements and image placeholders are finalized, etc).



- **You Provide Feedback**

This is the stage where you will get out your finest-toothed comb as well. I do my best to ensure everything from your original text file matches the completed design, but the translation from word-processing software to design software is not always perfect, so, especially for reports, you'll want to do a detailed proofread as well (eg. crosscheck formatting details, such as bolding and italics, endnotes etc.) This is going to be my last set of revisions before it's all complete, so it's also good to have some fresh eyes take a look at the project, to catch anything that may need to be changed.

- **I Make Your Requested Revisions & Present Final Artwork**



I make final edits/revisions. By this stage, there shouldn't be any further changes to be made.



STEP 6 - APPROVAL & DELIVERY

- **You Approve the Final Artwork**

Yay!

- **I Deliver the Final Artwork to You**

Now that everything has been signed off, I provide you with the original files and print-ready files (as needed). I can also provide some assistance if you need advice on printing. I will follow up with you to get feedback on how the project went from your perspective and answer any questions you have or discuss any future work you may need. If you were happy, I'd love to get a testimonial from you. This would be much appreciated. :)

Tips to for a Smooth Design Process

- Timely communication between us is key. Please reply as promptly as you can so I can keep things on schedule. I encourage you to ask questions as we go along—phone/email/Zoom are fine for me, but text me if you need me more urgently.
- I recommend no more than two points of contact on your end as it leads to less confusion and lost productivity.
- I recommend keeping your 'core design-decision-making team' very small (generally no more than 3-4 people). Larger groups almost never agree, and it can cause headaches and delays, and unfortunately, a less desirable result.
- Ensure all content I work with is in its finalized form. It will save time and energy for everyone if the content has been edited, proofread, and approved before sending it into design. The visual layout will vary greatly depending on length and composition, and it will prevent any additional charges with the extra revisions. (It's possible we may be able to start discussing design ideas or work on specific design elements with a 'close-to-finalized' draft, but I can't begin any work on layout until the copy has been completely finalized.)
- Provide original vector files for logos or other brand material that will be used.
- Ensure photos you provide are excellent quality (or stock) and are sharp (high resolution). It doesn't matter how great my design is, if images are pixelated and fuzzy, it looks unprofessional, and well....crappy! It is worth investing in professional photography, so consider adding budget for it. I can help you choose good images and recommend stock imagery resources if needed (some are free). Having photos with permissions and credits established in advance will also save time.
- Provide helpful feedback to me:
 - Be clear and specific. "I don't like it" is not overly helpful. Instead, offer concise and specific feedback about what you don't like so I can work to change it into something you love! Better: "We really hoped this would pop with bright colours. The colour scheme chosen is a bit more dull than we'd like."
 - Describe the problem or what is bothering you; don't fret or worry that you have to determine the solution. You can make suggestions, but coming up with a solution is what you're paying me for!
 - For specific edits, tell me what you want to see, and I'll let you know if it will work or not, or if we need to find a workaround.
 - And feel free to call me if it's easier to talk it through rather than emailing!

Looking forward to working with you!